

# BERNAL JOURNAL

1983

August / September

## INSIDE

Summer Theater p.4

Meeting the  
Challenge p.3

SF Plan Initiative p.2

## Council Canvass Covers Bernal



Push pins mark locations of some of the approximately 400 homes to have joined the Bernal Heights Council.

### STREET FAIR PLANNED

see page 6

Casi 400 residentes han ingresado al Bernal Heights Council en las ultimas meses. Muchos voluntarios y trabajadores del Council han caminado por los calles de Bernal hablando con los habitantes y buscando nuevos miembros para el Council.

Además, los trabajadores del Council ayudaron a los vecinos de Coleridge Street. Ellos querían hacer un mini-parque y el Council les ayudó a encontrar mas vecinos para exigir fondos de la ciudad para hacer el parque.

El Council tambien esta planeando el cuarto Festival de Bernal que será, según los planes, el 24 de Septiembre. Habrá todas clases de comida, musica y cultura. Para más información o para ayudar al Council, llame al 648-0330.

The Bernal Heights council has been busy for the past two months. Up to early August, the Council has been canvassing all of Bernal Heights in an unprecedented effort to reach all sectors of the neighborhood.

According to Mike Moore, organizer for the Council, the organization, since June, has "canvassed the entire neighborhood and signed up nearly 400 household members, with some on nearly every street in the neighborhood."

The Bernal Council is on the road to financial self-sufficiency as a result of what Moore called a "massive outreach effort." He expects that the effort will lead to a bigger group of people (in Bernal) working on important issues.

One of the canvass' successes came out of the Council's goal to build and support block organizations. As a result of canvassing on Coleridge Street, the Coleridge Street Neighbors group was able to build a successful campaign to get the city to fund and

plan a new mini-park.

The combined effort of the Coleridge Street Neighbors and Council canvassers was able to get more people involved in the mini-park project.

Another of the important outcomes of the canvass effort is the stack of surveys received. The Council will be using the surveys to plan its upcoming efforts. Those who still have surveys are urged to send them in to the

continued on page 6

### DEADLINES

For proper function of the newspaper, we must have material on time. Please submit articles by September 13 and ads by September 24. If you plan to submit articles, notices, or illustrations, please notify us in advance. Thank you.

# San Francisco Plan Initiative

## FOR THE NEIGHBORHOODS

El San Francisco Plan Initiative, sobre lo cual vamos a votar en noviembre, establecería un plan para la ciudad que se requiere el desarrollo de viviendas de precios moderados. También requiere otras medidas para ayudar a la gente de los barrios de San Francisco, y no a los comerciantes del Centro.

If you've been out and about during the past few weeks, chances are pretty good that someone has come up to you and asked you to sign a petition for the San Francisco Plan Initiative.

The initiative is aimed at strengthening the City's master plan. It focuses on rampant commercial office development, creation of jobs and housing and improvement of MUNI service.

According to organizers of the initiative campaign, the measure has a

good chance of qualifying for the November ballot.

"This initiative will inject some real planning into City Hall," said Janis Falco, a Bernal resident active in the campaign. "If it passes in November it will ensure that those who initiate downtown growth share the burdens and fruits of that growth equitably with the city."

The initiative was developed by a broad coalition of neighborhood and community groups. The purpose is to alleviate the strains put on the city by unrestrained downtown development. This development has meant an influx of service-oriented jobs and an increase in problems of housing, employment and transportation for San Francisco residents.

For example, according to initiative materials, only 8 percent of jobs generated by new downtown office development go to current San Francisco residents. The rest go to those who subsequently move here (straining the housing situation) and those who com-

mute (putting additional strain on the transportation system).

Many of these problems have been concentrated in older neighborhoods: Tenderloin, the Mission, Potrero Hill and Bernal Heights to name a few. As a result, much attention has been given to the plan in these neighborhoods and the papers that serve them.

Although the aim of the initiative is clearly to benefit the neighborhoods, some have suggested that "affordable housing" as defined by the initiative will allow development of housing which is still beyond the reach of those who need it most.

According to Falco, "what's really important to people in Bernal Heights is that this initiative will address many of the neighborhood issues facing Bernal, such as affordable housing and displacement of families."

People interested in getting involved in the San Francisco Plan Initiative can contact Janis Falco at 621-7261.



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## Lisa Means: Working for Bernal

### YOUNG BERNAL NATIVE SERVES COMMUNITY

by Liz Walker

Lisa Means es una joven latina de Bernal Heights que está trabajando para mejorar cosas para toda la gente de aquí. Ella ha trabajado con el Youth Council y ahora está participando en el consejo del Bernal Heights Community Foundation.

What is it like to be a young person in Bernal Heights? What kinds of opportunities should be available to youth in this neighborhood?

To get some answers to these questions, I talked with Lisa Means, a 19 year old Latina who is actively involved in the community.

Not only has Lisa lived here for most of her life, but both her parents also grew up in Bernal Heights. Consequently, she knows many people in the neighborhood. As we talked in the Deli Pub, Lisa paused every few minutes to wave or nod to people passing by the window.

"I used to hang around the EOC office, Bill's Sporting Goods and other places and sit around and talk to people," Lisa says, "It's interesting to know what's going on in your neighborhood. When all my friends left, I just met new people. It's a nice neighborhood."

"I like it, it's up on the hill, it's like a little community, away from the hustle and bustle. We have a little place of our own."

Like many young people, however, Lisa feels some restlessness. While she loves Bernal and the people in it, she feels "it's too much of a good thing. I need variety."

As a result, she says, she enjoyed working as an administrative assistant on Market Street. "It was getting to me: to work, live and play in the neighborhood. I had to get some fresh air."

Currently Lisa is living with her family and working at Clay Art on Cortland Avenue as a secretary/book-keeper. She also goes to City College and plans to go into marketing or



Young does not mean irresponsible to Lisa Means.

fashion merchandising.

Unlike many of her friends who got married and started having babies at 17 or 18, Lisa is not yet ready to settle down. "I don't want a kid yet, it would slow me down," she explains. She plans instead to get her degree from City College and then maybe go on to a university, although it's hard to be sure what will happen two years from now.

Two years ago, Lisa was hired as a part-time Youth Coordinator in Bernal for several months. This served as her introduction to organizing work. Although she was hired for two hours per day, she regularly put in four or five, because there was so much to do.

For the 1981 Bernal Street Festival, Lisa put together the Youth Council booth which, she says, made \$100 profit for the Council from selling tostadas.

In addition, she worked on a Sock Hop and a Christmas party at the Neighborhood Center for which Lisa helped to obtain 200 gifts for neighborhood children.

Recently Lisa was elected to serve on the Bernal Heights Community Foundation Board. "It's really a challenge to me," she says. "It was overwhelming at first. I'm learning a lot, basically listening and asking questions, not really giving them my ideas yet."

One of the things Lisa is learning about organizations is the amount of behind-the-scenes work needed to get activities rolling. Already she is

serving on three committees of the Board: the Neighborhood Center committee, a nominating committee for new members and a committee which planned a Bernal Heights exhibit at the San Francisco Fair.

Before the event, Lisa said, "Bernal Heights has never been represented in a city fair. It's going to be a lot of fun. We'll have neighborhood photos, street fair photos and a flyer on information on Bernal. This summer I'm trying to put a lot of energy into the Board. Once school starts I'll be busy."

I asked Lisa what got her started on community work. "Roberto [Hernandez, director of the Neighborhood Center] encouraged me. You meet a lot of interesting people. If it wasn't for him, I would still be hanging around."

Lisa feels that youth in the neighborhood need some inspiration to learn new skills. It helps if "they see one of their friends making it, showing that it can be done." According to Lisa, a good balance for young people involves dividing their time between work, school and recreation.

She adds that training programs, especially those involving construction skills are very useful. The Summer Youth Employment Program is helping out in that respect.

For recreation, Lisa says, "the Bernal Heights Youth Council raises funds for people to go and enjoy themselves. People need some fun. They need to be able to take off for a day. They've organized trips to the beach, to Santa Cruz and camping." She feels that team sports are also a definite plus for neighborhood youth.

It was striking to me that many of the youth opportunities that Lisa thinks are important are already beginning to be met through neighborhood organizations. Bernal Heights is making an investment in its own future by paying attention to the needs of its young people.

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# Mime Troupe's 'Secrets'



Sharon Lockwood as Charlotte Montgomery and Wilma Bonet as Harold Hoffman.

On July 23rd the San Francisco Mime Troupe opened its 21st year of free performances in the park with its new musical mystery, Secrets In the Sand.

Billed as "the greatest story never told," Secrets is by Bay Area playwright Robert Alexander and is inspired by a number of "true-life histories from the Hollywood of the '50s."

In Secrets In the Sand, we see the story of Melody Braxton, a young black singer with a rising career. Melody is confronted with a mysterious connection between her father's death and a movie he made 30 years ago. When new evidence appears she is forced to choose between her career and her search for the truth.

Some lively songs, excellent costumes and the Mime Troupe's characteristic tongue-in-cheek staging all add together to make this another certain hit for the Troupe.

The Mime Troupe will be bringing the show to Bernal Heights for two free performances August 13th and 14th in Precita Park at 2 pm. Other performances will be held in San Francisco and East Bay Parks through October 2.

Some friendly advice for those expecting late starts at the shows: Be sure to get there on time to get a good seat. For the opening show, without the benefit of word of mouth, Secrets drew a crowd of 300-400 on a cloudy day.



Sharon Lockwood as Charlotte Montgomery with Dan Chumley as Roy "the Dude" McCoy.

## Teatro Latino's 'Cordelia'

We attended the opening night of Cordelia with high expectations. The publicity posters were beautiful, the Mission Cultural Center's theater was newly remodeled, and Teatro Latino has a reputation for strong performances of innovative material. We had every reason to believe we were in for a treat. Sad to say, we were quite disappointed.

Cordelia, written by Argentinian Alberto Adellach, won the prestigious Casa de las Americas award, given in 1982 in Havana, Cuba. Perhaps if we could see the play in the original Spanish, we would appreciate why it was chosen for such an honor.

The translated-into-English Cordelia we saw was uneven and confusing, with stilted dialogue. It was so hard to follow, that we find it difficult to describe the plot line of the play.

As well as we could gather, Cordelia's characters derived from Shakespeare's King Lear, with Lear's (Carlos Baron) only surviving daughter, Cordelia (Magi Talavera) and the Fool (Richard Talavera) as traveling troubadours wandering around Latin America, trying to make it big in the theatrical world and failing miserably.

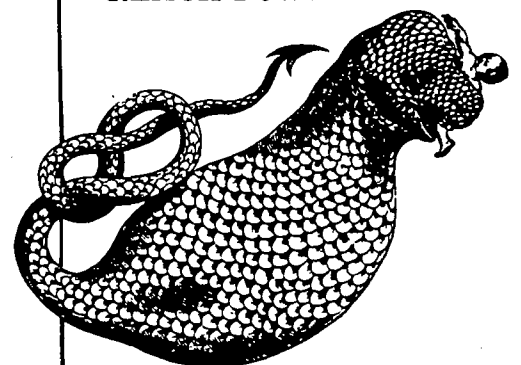
They stumble through different representations of Latin American life: the modern city and the rural village. They are dimly aware of strife around them: gunshots, soldiers with grim faces. They end up in the midst of a guerrilla war in which Cordelia is shot to death and the rest join with the revolutionary forces. Curtain.

We noted some good acting: Magi Talavera as the abused Cordelia had some fine moments, Richard Talavera's clown was excellent, and Dave Peichert's Gloster was so believable that he stood out in contrast to the other characterizations. Also quite impressive was the set design which enabled complicated set changes to occur smoothly.

This ambitious production--too ambitious in our view--tries to mix U.S. cultural and counter-cultural events of the '60s with daily life in Latin America. It doesn't come off well.

Although not a total failure, the artistic director's goal of producing a play that "entertains and educates" while "promoting peace and understanding through cultural exchange" falls far short of its goal.

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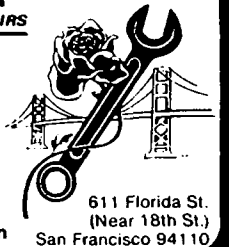
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# El Salvador Initiative

Una de las medidas de las elecciones en noviembre se tratará de la situación en centroamérica. Esta medida, El Salvador Initiative, exige que el gobierno de los Estados Unidos deje de mandar ayuda militar a El Salvador.

Un grupo en Bernal Heights está trabajando sobre esta cuestión. Para mas información, llame a Drew Rheese, 826-6032 o deja un recado en 861-0425.

In addition to the San Francisco Plan Initiative, the November election ballot will likely include another measure of interest to many people.

According to Drew Rheese of CISPES (Committee in Solidarity with the People of El Salvador), the El Salvador Initiative campaign has already collected the signatures needed to qualify it for the ballot.

Rheese is the originator and a member of a Bernal Heights committee that has been working to promote the initiative.

According to Rheese, many of the committee's 15 members came in response to a posted leaflet. As inter-

est in the El Salvador issue has grown, so has the Bernal committee.

Since the campaign began and the committee formed several months ago, committee members have been walking precincts in Bernal and asking people to sign the initiative's qualifying petition.

Committee members also sponsored a fund raiser, a wine tasting and bar-becue, which raised over \$100.

"At this point in time," says Rheese, "it's important for people to really understand what is going on in Central America." For this reason, people will continue walking precincts to inform Bernal residents.

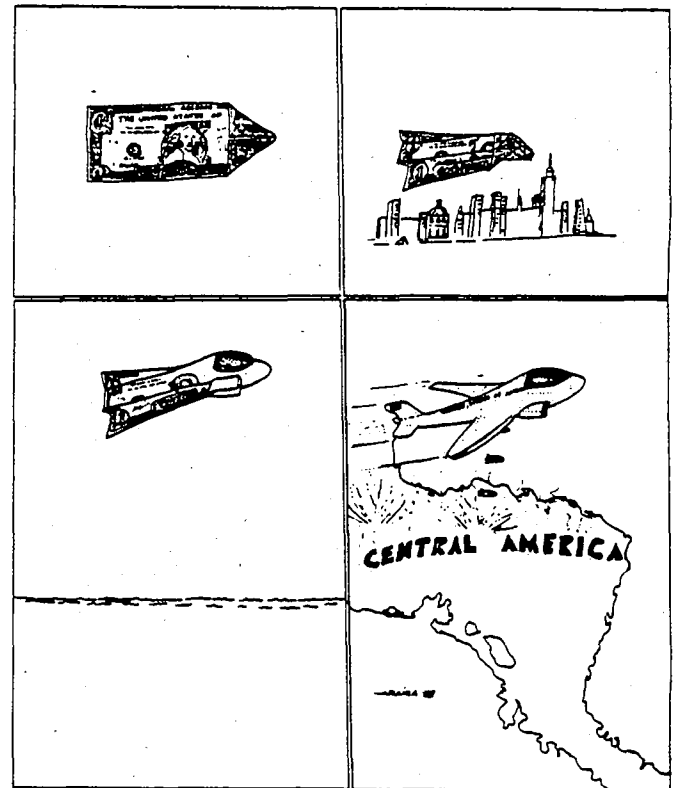
Rheese points out that "everything that Reagan says is going towards a military, not a political, solution. We are calling for a political solution and an end to American military aid."

Rheese noted that the opposition FDR-FMLN in El Salvador has also consistently called for negotiations, seeking a political solution and an end to the war.

In addition to its other work, the Bernal Committee hopes to initiate some informative house meetings. People who are interested in gathering

## METAMORPHOSIS of U.S. Dollars

A NIGHTMARE BY: Ronald Reagan.



about 10 friends together to learn more about the Central American situation are encouraged to call Rheese.

People interested in working with the Bernal committee, having a house meeting or just wanting more information can call Drew Rheese at 826-6032 or leave a message for him at the CISPES office, 861-0425.

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## THANK YOU

Thanks are in order to those who responded to my plea for help in the last issue. Those who responded will be put to work, making future issues of the BJ even better than the past ones.

Thanks also go to those who have already been helping on paste-up, writing, photography, illustration, proofreading, distribution, etc.

Final thanks go to our readers. We look forward to hearing from you and would appreciate your comments.

We still can use more help in various areas of the paper's production. Also if you would like to distribute the paper on your block, let us know.

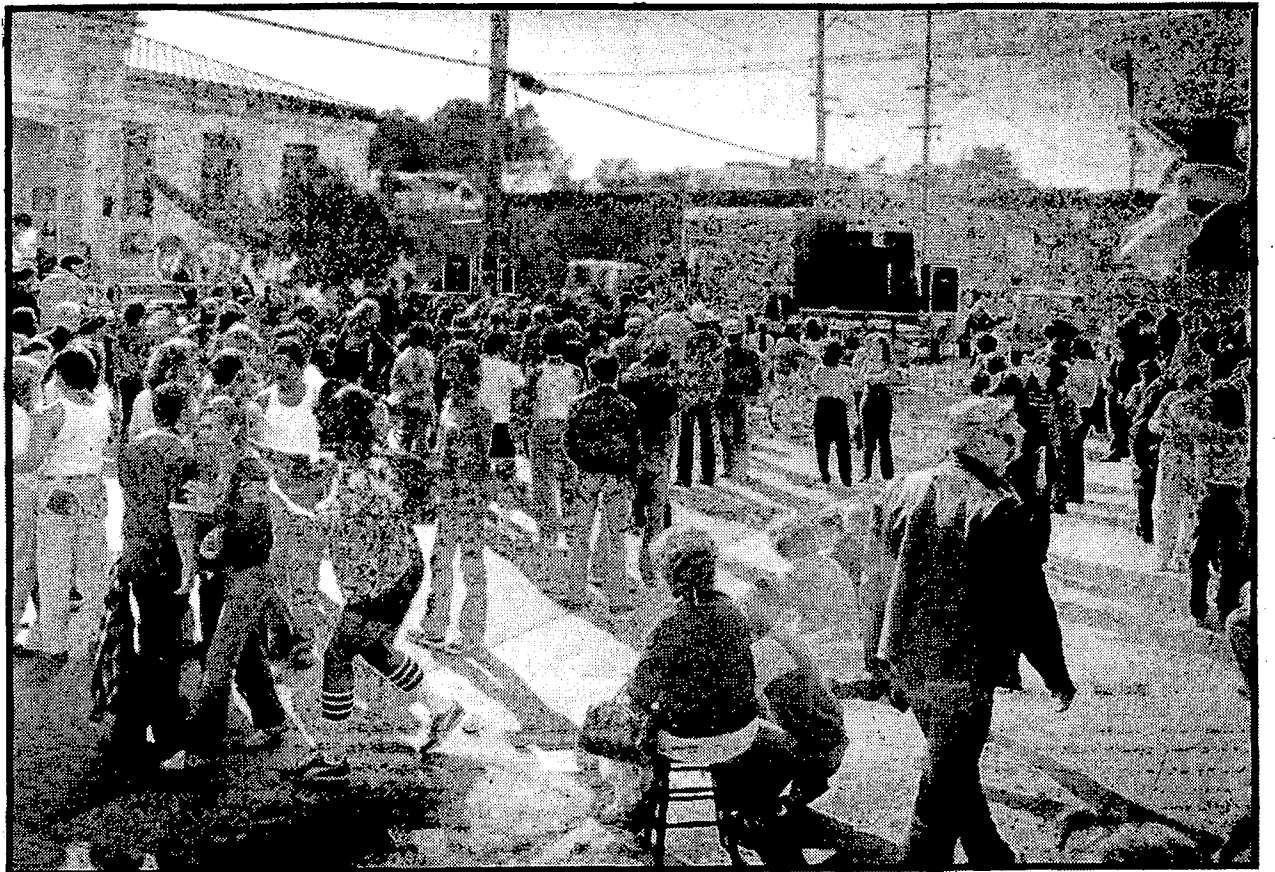
In order to thank those who have been helping and to welcome newcomers, a brunch is being planned, tentatively scheduled for August 21. Anyone who has been or is interested in helping on the BJ is welcome.

If you are interested in coming, call Carlos at 285-1084 after August 14.

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Last year's Bernal Festival brought hundreds to Cortland.

## BERNAL HEIGHTS COUNCIL

continued from page 1

Council at 515 Cortland Avenue.

Credit for the Council's canvass goes to the 25 canvassers, mostly volunteers, who hit the streets to meet and talk to their neighbors.

### Street Fair Plans

The Council's latest project is to plan for this year's Cortland Street Fair, tentatively scheduled for September 24th. For the fourth time since its revival in 1980, the Bernal Festival will bring together hundreds of people from all sectors of the Bernal Heights Community.

The fair, held on Cortland Avenue between Gates and Andover, is to be the product of a coordinated effort involving, in addition to the Council, the Merchants Association, the Neighborhood Center, and the Youth Council.

In past years, local youth have been instrumental in planning and security for the event.

In 1980, the Festival, which took place at Holly Park, was planned in order to bring the many varied facets of Bernal together in one place at one time. Subsequent Festivals have had the same goal, and this year is to be no exception.

Plans are to have food and entertainment from and for all cultures and ages. This year, special efforts are being made to see that the entertainment program has something for everyone and Council organizer Mike Moore says that this may include an 18 piece swing orchestra.

In addition to Council members working to organize this event, this year the Council is benefitting from the work of Willie Thomas. Thomas is a Summer Youth Employment Project worker, working out of the Neighborhood Center. He works 20 hours per week, planning the street fair and performing other duties for the Council.

The Council is currently setting up committees to plan the Festival and people are needed to help on Security, Publicity, Entertainment, Booths and Fundraising committees.

Anyone wishing more information about the Festival or wanting to help out is asked to call the Council at 648-0330.

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## WORDS FROM WALKER

La supervisora Nancy Walker, en su carta a la gente de Bernal Heights, dice que aunque se ha mudado de Bernal todavia quiere servirnos. Ella dice, "La lucha para traer a Bernal una porción justa de los recursos de la ciudad siempre tendrá prioridad.

"Para servirles mejor, necesito ser mejor informado sobre lo que pasa en Bernal." Ella quiere recibir cualquier idea "para facilitar este intercambio de información."

Si la supervisora le puede ayudar de alguna manera, llame a su oficina, 558-2943.

Dear Friends:

When I leave my City Hall office for home each evening, I now head north to Telegraph Hill, rather than south to Bernal Hill. I miss Bernal Heights. It's been my home for several very important years.

However, things change and circumstances made it necessary for me to sell my house on Anderson Street and leave our hill.

I don't need to tell you that there are still many critical issues and problems, which must be faced and surmounted now and in the future. Even though I no longer live on the Hill, I am still ready and anxious to serve the people of Bernal Heights. The struggle to bring a fair share of the City's resources into Bernal will always be a priority for me.

In order to serve you better, I need to be better informed of what's happening in the neighborhood: new developments, open space, problems with or without mechanical street-sweeping, programs for youth and children, street closings, block clubs, etc.

I am open to any ideas that you may have to facilitate this exchange of information. One way to deal with this is a monthly town hall meeting on the Hill, sponsored jointly by my office and each of the organizations on the Hill on a rotating basis.

I love and miss you all, please call on me and my staff if we can be of any assistance. We're in the office daily from 9 to 5 at the bare minimum, and the phone number there is still 558-2943.

Peace,

Nancy G. Walker

# BERNAL JOURNAL

The Bernal Journal is produced every two months by a group of volunteers, with the support of community business. Our circulation for this issue is 5000. Our mailing address is 515 Cortland Avenue, SF 94110.

For information, call Carlos 285-1084 or Mike 648-0330.

Deadline for submission of articles for the coming issue is September 13. Illustrations and photos are due September 23. Paste-up will be September 28 and 29.

Managing Editor: Carlos Alcala  
Writers: Liz Walker, Barbara Young, Jody Noble, Carlos Alcala  
Photography: David Butterfield, except page 4 (courtesy SF Mime Troupe)

Illustration: ARAIZA  
Paste-up: Carlos Alcala, Randy Clark, David Butterfield  
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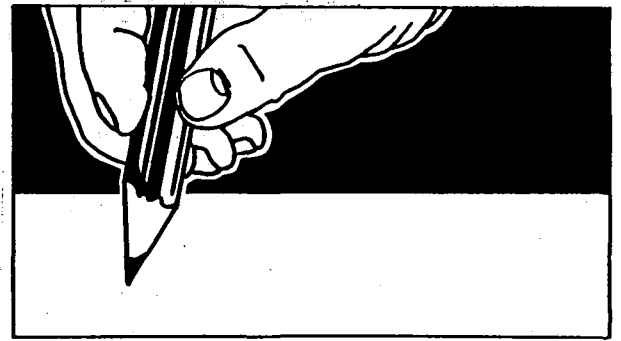


## ADVERTISERS

Basic ad rate for display advertising is \$10 per column inch. Business card rate is \$20. Discounts are available to regular advertisers and for large ads (8 column inches or more.)

Deadline for camera-ready art is 10 days before publishing date. Deadline for next issue is September 24. For more information call 285-1084.

## TO THE EDITOR



Dear Bernal Journal:

I'm writing to clear up what seemed like a confusing mention of The Community Memory Project in the last issue of the Journal.

Community Memory (CM) is a non-profit organization which has been working to develop a neighborhood based information network. The system, which uses computer terminals in public places, can be used to announce meetings, express opinions, look for childcare, housing, jobs, trustworthy auto mechanics, and to share information.

In 1974, a small demonstration of CM was run with terminals in the Mission branch of the library and in two stores in the East Bay. Currently we are contacting community groups and interested individuals in several Bay Area neighborhoods, finishing up the software, and trying to raise enough money to begin a pilot project before the end of the year.

Although CM is designed to be easy to use without a lot of computer expertise, we plan to have lots of demonstrations of the system, and leaflets, posters and training workshops to teach people how to use it.

We're very interested in meeting with people who have suggestions or want to find out more, and encourage anyone to contact us at 916 Parker Street, Berkeley 94710.

Sue Bloch  
Community Memory Project

## FIVE YEARS AGO

—On July 13, 1978, the SF Planning Commission accepted Resolution No. 8017, with some amendments, by a vote of 6 to 1. This amended resolution was the acceptance of the Elsie Street Plan, on a one year experimental basis. It recognized the Neighborhood Building Review Board, established by the Northwest Bernal Block Club, as an advisory body to the Department of City Planning.

—In the most controversial measure on the ballot, Prop. 13, while California's voters gave the measure a two to one victory and San Francisco's voters narrowly defeated it, Bernal rejected Jarvis-Gann by almost three to two.

From the Bernal Journal, August 1978

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Bernal Journal

# ENINGS \* HILL HAPPENINGS \* HILL HAI

Hill Happenings is a free place for community organizations to let the community know what they are doing. To include your organization in Hill Happenings, submit your information to the Bernal Journal by September 23. Mail to 515 Cortland Avenue, SF 94110 or call 285-1084. Due to space considerations, not all material received may be included.

As summer closes, a number of nearby CHILDCARE cooperatives have openings:

KID'S CORNER at 1249 Alabama is open from 9 am to 12:30 for 2 1/2 to 5 year olds. Extended care, 8-9 am and 12:30 to 5 pm is available.

Kid's Corner attempts a multicultural program in a warm atmosphere and includes regular field trips. For more information, call 648-7222 between 2 and 5 pm.

LITTLE PEOPLE'S CO-OP on upper 23rd Street is also open for 2 1/2 to 5 year olds between 9:30 am and 4 pm.

Little People's seeks a non-racist, non-sexist atmosphere and activities are based on a belief that play is educational. Little People's has several bilingual families and is looking for more, but all are welcome.

For more information, call the co-op at 648-3989.

LITTLE PEOPLE'S WORKSHOP on Cortland is for younger children. Though this pre-school is for kids between 18 months and three years old, they urge parents of younger children to contact them early, because there is often a wait list for openings.

Little People's Workshop is open from 8:30 to 4:30 and has whole foods menus. Call 648-5156 for information.

JOSEPHINE IUDICE, a 90 year old resident of Bernal Heights was one of three people inducted into the San Francisco History Hall of Fame during the SF Urban Fair.

She was selected because her life story reflects the history of the city. Her early childhood was spent in North Beach. She moved to Bernal after the 1906 earthquake. Her husband had a barbershop on Cortland at the site where the Neighborhood Center now stands.

A member of St. Kevin's Church, she is still active in the community and often leads the songs for the Senior program.

Josephine Iudice's induction came through the efforts of Ruth James, a Bernal resident who wrote Mrs. Iudice's biography with the help of Bernal historian Lee Egger.

Beginning August 1, the HOUSING REHABILITATION component of the Bernal Heights Community Foundation (BHCF) is distributing Home Improvement Program packets throughout the neighborhood.

The packets will contain information on eligibility, and the types of low-interest loans available to low-income Bernal homeowners.

The BHCF invites you to look over this information and to take advantage of the programs offered.

For more information, call the Housing Rehab Director, Larry Moore, at 647-4255.

GEORGE COSTURAS, a Bernal resident, is completing 15 years as chef at the San Francisco County Jail this October.

Costuras, whose parents came from southern Greece, was known as the "continental chef" when he first came to the jail, because he was the first to use seasonings in the jail food.

Costuras is now noted for his innovative use of ingredients to spice up the jail menu and his ability to work and relate well with the inmates who work in the jail kitchen.

BERNAL RECYCLING is open to accept aluminum, newspaper, glass, cardboard and computer paper. Hours are 9-12 on Monday, Wednesday and Friday, and Saturday 9-2. The location is 100 Alemany Boulevard behind the Farmer's Market.

A suggestion to those who wish to have recyclables picked up--call Rainbow Recycling at 431-9121 and talk to Lupe. Two pick-ups per month are made for \$4.00. Share the service with a neighbor. Please note: This is not a service of Bernal Recycling.

Bernal resident Mary Bergquist is away on a "peace cruise" in the Soviet Union, sponsored by an organization called Promoting Enduring Peace.

In addition to visiting sites of interest, the tour will be meeting with Soviet citizens, individuals and members of peace and educational groups. They plan to discuss the nuclear freeze, nuclear disarmament and Soviet-American relations.

While in Europe, Ms. Bergquist also plans to attend a women's peace conference in Scandinavia.

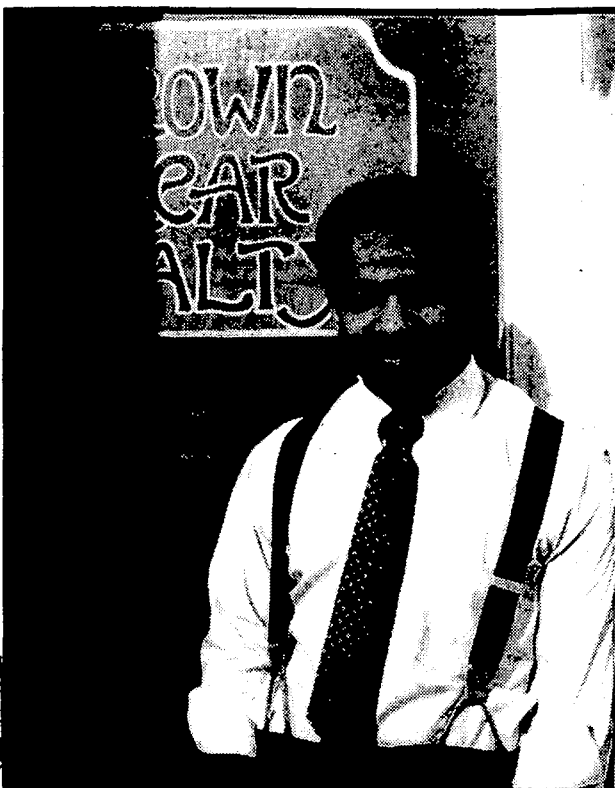
In the next issue of the Bernal Journal, we hope Mary Bergquist will share some of her experiences and observations with us.

THE PRECITA CENTER continues its large schedule of activities for all ages. Programs include weight room for teens, volley ball, basketball, youth summer jobs and field trips. For information, call 285-7833.

THE BERNAL HEIGHTS LIBRARY provides a variety of services and is open Monday through Friday from 1 to 6 pm. Additionally, it is open Tuesday mornings, 10 to 12 noon, and Wednesday evenings, from 6 to 9.

Regular services include pre-school children's programs.

Coming up on August 17, Gaal Cohen will present another lecture-slide show, this one entitled "Egypt and its Mysteries." Program begins at 7 pm.



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